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## **Public Library Trustees and Directors**

**REGISTER NOW**

For Montana State Library's

# **BIG SKY, GREAT LIBRARIES: A LIBRARY ADVOCACY WORKSHOP**

with Jeanne Goodrich\*

This workshop is being presented at two locations:

**Missoula**  
**October 22-23, 2004**  
**Ruby's Inn**  
**4824 N. Reserve Street**

**OR**

**Billings**  
**November 5-6, 2004**  
**Howard Johnson Express Inn**  
**1001 S. 27<sup>th</sup> Street**

**Events: Friday evening** Informal get together for trustees arriving before the workshop beginning at 7:30 p.m.  
**Saturday** 9:00-4:00 – Welcome by Montana State Librarian Darlene Staffeldt  
Jeanne's advocacy presentation; networking

From Merriam Webster's Collegiate Dictionary:

**Advocate:** one who pleads the cause of another; one that defends or maintains a cause  
**Advocacy:** the act or process of advocating or supporting a cause or proposal

If there is a cause worth defending, it is certainly public libraries. If there is a time Montana's public libraries need support, it is definitely now. Passive support is not enough; trustees must become spirited, vigorous activists. Join Jeanne Goodrich for this one-day workshop and learn how you can become a powerful advocate for your library and your community.

Jeanne's workshop will describe all the different forms advocacy can take. It's a lot more than lobbying and learning to talk to public officials. It's about relationship building in the broadest sense and about forming long-term, mutually beneficial partnerships. You will learn all the different ways to be a successful advocate at a time when your library is facing intense competition for dollars and for customers. Jeanne will also explain why it's so important to have an advocacy plan and help you start putting one into place. This will be a highly interactive training experience, with plenty of opportunity for library leaders to practice, reflect, and learn from each other.

Plan now to attend the workshop that is most convenient for you. Libraries who are represented at the workshops by members of its leadership team – director and trustees – will receive a small stipend that can be used for enhancing the library's materials collection. Friends and foundation board members are also welcome to attend. The number of participants and the total grant funds available will determine the amount of the stipend.

\* **Jeanne Goodrich** (Portland) is an independent consultant specializing in public library management issues, having over 30 years experience in all aspects of public libraries. Jeanne has done extensive teaching and training, written for professional journals, and co-authored *Staffing for Results*, a book in the highly regarded management series published by the Public Library Association.



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**(OVER)**

**TO REGISTER:** Four registration cards are enclosed. If you need more, please just make copies.

There is no registration fee. Please be our guest for the gathering on Friday evening and for lunch on Saturday.

**Registration deadline is October 15, 2004.**

Space is limited, so please sign up now. Confirmation of registration will be sent by email if an address is provided on the registration form.

**Send registration cards to:** **Trustee Workshop**  
**Montana State Library**  
**PO Box 201800**  
**Helena MT 59620-1800**  
**Or Fax to: 406-444-0266**

**ACCOMMODATIONS:** A block of rooms is available for Friday night at special rates:

Ruby's Inn in Missoula (800-221-2057) -- \$35.00

Howard Johnson Express Inn in Billings (406-248-4656) -- \$35.00  
single; \$39.00 double

**INFORMATION:** For more information, please contact:

Sue Jackson (406-444-5350 or 1-800-338-5087 or  
[sujackson@state.mt.us](mailto:sujackson@state.mt.us))

or

Tracy Cook (406-761-7120 or 1-888-502-0012 or [tcCook@mtlib.org](mailto:tcCook@mtlib.org)).

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